

PATENT
Attorney Docket No. P2048US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Michael A. Arkes

Group Art Unit: 3624

Application No. 09/414,951

Examiner: Charles R. Kyle

Filed: October 8, 1999

For: INCENTIVE POINTS REDEMPTION
PROGRAM CARRIED OUT VIA AN
ON-LINE AUCTION

**REVOCATION OF FORMER POWERS OF ATTORNEY AND
NEW POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Hinda, Inc. (hereinafter the "assignee") is the assignee of record of the entire interest of the above-identified U.S. patent application, and has a place of business at 2440 West 34th Street, Chicago, Illinois 60608-5181.

Pursuant to 37 CFR 3.73(b), the undersigned has reviewed evidentiary documents establishing a chain of title from the inventor(s) to the assignee and, to the best of the undersigned's knowledge and belief, certifies that title is in the assignee. An assignment from the inventor(s) to the assignee was recorded in the U.S. Patent and Trademark Office on December 10, 1999, at Reel 010441, Frame No. 0829.

The assignee hereby revokes all previously given powers of attorney and appoints the following as its attorneys to prosecute and transact all business in the U.S. Patent and Trademark Office connected with the application, including the following: to receive all documents issued by the U.S. Patent and Trademark Office based thereon; to file continuation, continuation-in-part and divisional applications based thereon; to pay any and all fees, including maintenance fees for any resulting patent; and to file for reissues and extensions and to request reexamination of any resulting patent. All such powers are to be exercised separately or collectively.

Please recognize Gardner Carton & Douglas LLP as Attorneys in this case:

Customer Number 08968.

In re Appln. of Michael A. Arkes
Application No. 09/414,951

The assignee requests that correspondence concerning this application be directed to
Gardner Carton & Douglas LLP:

Customer Number 08968.

The assignee also requests that all telephone calls be directed to David A. Frey at (312)
569-1000.

Date: 10/14/03

Bradford F. Parkinson
Signature

Bradford F. Parkinson
Typed or printed name of person authorized to sign on behalf
of Assignee

COO/Corp Assistant Secretary
Title

CH02/22268958.1

RECEIVED
CENTRAL FAX CENTER

OCT 16 2003

OFFICIAL